

Yoghurt and Sour Milk Products in Lithuania

Market Direction | 2024-08-20 | 17 pages | Euromonitor

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Report description:

The market for yoghurt and sour milk products is expected to see modest growth in retail volume terms in 2024, driven primarily by sour milk products, with kefir playing a significant role, in view of its traditional status as a healthy, nutritious, and refreshing beverage. Consumption of kefir typically peaks during the warmer months, not only due to its popularity as a refreshing and nutritious drink but also because it is the main ingredient in saltibarsciai, a traditional cold beet soup that...

Euromonitor International's Yoghurt and Sour Milk Products in Lithuania report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Sour Milk Products, Yoghurt.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Yoghurt and Sour Milk Products market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International
August 2024

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